

Claims 1-19 and 27-193 of the present application have been allowed. Additionally, claims 20-26 have been rejected under nonstatutory double patenting judicially created doctrine.

AMENDMENTS TO ALLOWED CLAIMS

Regarding the allowed claims 1-19 and 27-193, many of these claims have been amended herein to better describe aspects of the Applicant's invention in a manner that the Applicant believes both is patentably distinguishable from all known prior art, and additionally, in a manner that the Applicant believes he is provided greater assurity that there is no unknown prior art that might become subsequently known and that might be used in an attempt to reduce Applicant's rightful invention protection.

Accordingly, referring to the independent claims of claims 1-19 and 27-193, the amendments provided are, in general, inclusions that describe one or more of the following aspects of the present invention:

- (a) specifying that a network address (alternatively, a network identifier or network linking information) is used by a player or user for transmitting information from the user to a service providing (e.g., game playing) site on a network. Independent Claim 27 has inclusions related to this aspect of the present invention.
- (b) specifying that a network addressable node is accessible by a network address available to the user's game playing apparatus and wherein a plurality of users communicate with the addressable node for playing instances of the game, asynchronously from one another, using the network address. Independent Claim 175 has inclusions related to this aspect of the invention.
- (c) specifying that a (advertising) presentation has (associated therewith) network linking information (e.g., a hyperlink) for use in transmitting user responses to a particular network node, wherein the linking information (e.g., a hyperlink) may be described as satisfying various conditions such as: (i) identifying a network node different from a game or service providing network node, or (ii) identifying an additional presentation to be presented to the user. Independent claims having

inclusions related to this aspect invention are, e.g., claims 62, 72, 97, 149, 152 and 173.

- (d) specifying that a first (advertising) presentation is activated (by the user) for requesting another presentation, wherein the user provides an input related to a position of a display of the first presentation, such as by activating a hyperlink. Independent claims having inclusions related to this aspect of the present invention are, e.g., claims 149, 154 and 173.
- (e) restricting a previously allowed claim directed to a "network" so that it now is directed to the "Internet". Claim 97 is an example of a claim restricted in this manner.
- (f) specifying that, for each of most users (e.g., players) playing a game concurrently, a different display is presented to from that displayed to most other users. Independent claim 125 has been amended to describe this aspect of the invention.
- (g) specifying that users access the network through different network service providers. Independent claim 134 now includes this aspect of the present invention.
- (h) specifying that a common network address is used by a plurality of users for communicating with a game playing network site. Independent claim 134 now includes this aspect of the present invention.
- (i) specifying that (advertising) presentations are presented to a user independently of input by the user during the playing of a game. Independent claim 168 has been amended to now include this aspect of the present invention.
- (j) specifying that a hyperlink is provided for a (advertising) presentation, wherein data transmitted on the network as a result of an activation of such a hyperlink is used, e.g., in selecting another presentation to present to the user. Independent claims 169 and 192 have been amended to include this aspect of the present invention.
- (k) specifying that a ranking of one game player is provided to another game player while the latter player is playing an instance of the game. Independent claim 170 has been amended to include this aspect of the present invention.

Additionally, various subclaims within the claims 1-19 and 27-193 have been amended primarily to provide consistency with their corresponding amended independent claim.

Moreover, additional modifications, including some that broaden certain claims have also been provided. However, it is believed that claims 1-19 and 27-193 remain patentable over all known prior art references, and thus are still in condition for allowance.

NONSTATUTORY CLAIM REJECTIONS

Regarding claims 20-26, these claims have been amended so that instead of reciting a "dealer module", these claims now recite a "game playing module". Further, in response to the Examiner's rejection of these claims, a terminal disclaimer will be provided thereby putting these claims in condition for allowance. The terminal disclaimer will be provided subsequent to the Examiner's action on the claim amendments herein. Accordingly, it is believed with this terminal disclaimer that claims 20-26 will be in condition for allowance.

NEW CLAIMS

Regarding new claims 194-221, claims 194, 199, 203, 206, 209, 214, 216, 219 and 220 are additional independent claims describing novel combinations of steps for: (a) presenting, e.g., advertising to a user via a communications network (e.g., the Internet), and (b) playing a game or performing a service on the communications network. It is believed that these claims are necessary to appropriately protect additional novel aspects of the Applicant's invention. Further, it is believed these claims are allowable over all known prior art references, and accordingly, are allowable.

The remainder of the new claims provided herein are believed to be allowable due to their dependence upon a presumed allowable independent claim.

Based upon the foregoing, Applicants believe that all pending claims are in condition for allowance. Accordingly, the application now appearing to be in form for allowance, reconsideration and allowance thereof is respectfully requested. In the event that a telephone conversation would further prosecution and/or expedite allowance, the Examiner is invited to contact the undersigned.

Respectfully submitted,

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